



Town of Lexington Tourism Committee

Dawn McKenna, *Chair*

(781) 862-0500 ext 84585

AGENDA

Wednesday November 9, 2016 at 4:30 – 6 pm
Parker Room (Lower level Town Office Building)

Members: Marsha Baker, Kerry Brandin, Margaret Coppe, Bebe Fallick, Jon Himmel, Trisha Kennealy, Dawn McKenna, Wim Nijenberg, Leeyang Wu
Staff: Masha Traber Center Committee Liaison: Fred Johnson
Economic Development Coordinator: Megan Zammuto Economic Development Director: Melisa Tintocalis
Selectmen Liaison: Peter Kelley

- 1) **Town Report Picture**
- 2) **Committee Marketing Strategy**
 - a) Role of events in Marketing
 - b) Revolutionary Revelry
 - c) Market discussion
 - d) Committee Engagement
 - e) Visitor Center Study
- 3) **Retirement Party Update**
- 4) **Minutes**
- 5) **Tourism Operations – Staff Updates**
- 6) **Updates & Miscellaneous**
 - a) AAA Marketplace – *March 3-5 2017*
 - b) Capital Projects
 - i) Center Streetscape
- 7) **Other unforeseen items that must be addressed prior to next meeting**

Next Meetings: *November 30 ~ December 14 ~ January 11*

All agenda items may be taken up in a different order and are subject to change in compliance with State law.